



MAY 14 2001

UNITED STATES PATENT AND TRADEMARK OFFICE

4
JF
JC971 U.S. PTO
09/854118
05/14/01

10/41/50
1052 U.S. PTO

In re:

Applicant: ZBOROVSKY-FENESTER, et al

For: A METHOD OF ADVERTISING AND
PROMOTING A BOOK IN A VISUAL
MEDIA, AND AN ADVERTISING
PRODUCT FOR ADVERTISING A BOOK
AND THE LIKE IN A VISUAL MEDIA

PETITION TO MAKE APPLICATION SPECIAL

I hereby certify that this correspondence is
being deposited with the United States
Postal Service by First Class Mail on the
date indicated above and is addressed
to the Commissioner of Patents and
Trademarks, Washington, D.C. 20231

04/10/01
ILYA ZBOROVSKY

Hon. Commissioner of
Patents and Trademarks
Washington, D.C. 20231

Sir:

This application deals with a method and a product of advertising
a book, in which a scene is staged which represents a content of a selected
portion of the book. The application is based on the provisional application.

It has been found that Barnes & Nobles started advertising with
the use of the basic inventive idea of this patent application. The approach of

the Barnes & Nobles is exactly identical, and the Company uses advertising in which a portion of a new book is staged on the Internet. This exactly corresponds to the claims of the present application, and claims 1 and 5 are unquestionable infringed.

A search has been conducted and it has been found that there is no prior art which is relevant for the examination of the present application.

It is therefore respectfully submitted, based on MPEP 708.2 II, to make the application special and to speed up the examination.

Respectfully submitted,

Ilya Zborovsky
Agent for Applicant
Reg. No. 28563



The enclosed application
includes:

- Spec
- Draw
- Decl
- Fee
- Return

Copy of PA

I hereby certify that this correspondence is being
deposited with the United States Postal Service
as first class mail in an envelope addressed to:
Assistant Commissioner for Patents
Washington, D.C. 20231
On _____

It is qualified as a
small entity.

If fee is missing or
insufficient please
to 26-0085

I hereby certify that this correspondence is being
deposited with the United States Postal Service
as first class mail in an envelope addressed to:
Assistant Commissioner for Patents,
Washington, D.C. 20231
On _____

J. M. Kelly
J. M. Kelly
Agent of Mr. R. N. W. T. S.